

LOCAL BUSINESS INITIATIVES

- Who:** The Independent Restaurant and Retailer Affinity Group
- What:** American Independent Business Alliance workshop for Fresno's locally owned and independent businesses focused on developing effective 'Buy Local' campaigns, collaborating efforts among local business, pro-local policy and other programs to support independent, local entrepreneurs.
- Where:** Austin's— 820 Van Ness Avenue
- When:** Friday, June 18, 2010, 8:00 a.m. — 1:00 p.m.
- Why:** The Independent Restaurant and Retailer Affinity Group was formed in November of 2009 as part of Mayor Swearengin's priority to support and promote our local business community. This group is made up of restaurants, bookstores, coffee shops, art studios, local wineries and many more; all independent and locally owned. Since November 2009 this group has developed priorities focused on marketing efforts to educate the community about what it means to be a locally owned, independent business and the value they bring to our community. As a result they have pulled their resources together to host Jeff Milchen, the Executive Director of the American Independent Business Alliance for this half day workshop to discuss what the City of Fresno and local business owners can do to promote our local, independent businesses.
- RSVP:** Amy Huerta
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